



CASE STUDY

ADVISORY BOARD MEETINGS



OVERVIEW

Two years prior to launching a gene therapy, a pharma company leveraged MMIT's advisory board service to get unique insights from payers and physician key opinion leaders (KOLs) to support its drug launch. The manufacturer wanted to get valuable feedback on:

- ✔ Clinical data and how to share key endpoints with key stakeholders.
- ✔ HEOR and pricing feedback.
- ✔ Payer reactions to innovative initiatives involving gene therapy.
- ✔ Refinement of messaging strategy with payers and KOLs.



CHALLENGE

The pharma company's market access team needed insight from payers and physician KOLs to help build relationships with key players and test hypotheses around how to improve the patient journey and smooth access to therapy.



SOLUTION

MMIT designed a dynamic session that included expert moderators and audience polling to ensure strategic needs were addressed. Two payer meetings and two KOL meetings were held over a 12-month period to track perceptions and refine access strategy as the launch date neared.



OUTCOME

The study validated the importance of the company's product and highlighted challenges with site of care issues and payer coverage. The company was able to recognize the importance of physician advocacy and gauge effectiveness of payer messaging.

MMIT'S ADVISORY BOARD MEETINGS offer a live, interactive session with a client-guided agenda and content around key market access issues.

Interested in learning more about MMIT's Custom Access Research? Contact marketing@mmitnetwork.com

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